

# THE MONTHLY

MEDIA FILE

## ADVERTISING SPECS

**The Monthly** is a tabloid format magazine with five columns to the page. The full page image size is 10.167 inches wide by 13.75 inches tall. Trim size is 10.875 inches wide by 14.5 inches tall. **The Monthly** is printed rotary web offset on 32 lb. Hi-Brite.

**Width:** 1 column = 1.833 inches (11picas), 2 columns = 3.917 inches (23 p6), 3 columns = 6 inches (36p), 4 columns = 8.083 inches (48p6), 5 columns = 10.167 (61p).

**Height is figured** in full inches, taking  $\frac{1}{4}$ " off the final inch (this is the space between it and the next ad). Thus, all ads measure  $x - \frac{1}{4}$ " tall. An ad "6 inches tall" should measure 5.75", an ad "14 inches tall" (full column height) should measure 13.75" and so on. No ads may be 0.75" or 12.75" tall.

**How to determine number of Column Inches:** Multiply the number of columns wide by the number of inches tall. For example, 2 columns (3.917 inches) wide x 6 (5.75 inches) deep = 12 Column Inches.

**Rules on dimensions:** The outside edges of an ad's border must conform exactly to the dimensions specified below and must be clearly defined (for example, a line around the edge). No ads may float. Any "pop out" elements may extend no more than  $\frac{1}{8}$  inch outside the border of one edge only, in any ad. Full page bleeds are available (see info below in page diagram).

**Dining Guide Ads:** 4.958 inches (29p6 picas) wide by 2.333 inches (14 picas) tall. **See Dining Guide sheet for more info.**

**Marketplace, Boutique Bazaar, and Food for Thought Ads:** These ads run from 2 to 5 column inches. **See appropriate sheets for more info.**

See dimension diagrams at right and on the back of this sheet.

**Scanning of photographs and art:** The Monthly can prepare scans from original photos and art.

**Dimensions (width x depth)  
appear below number  
of column inches.**

**Number of column inches can be  
cross-referenced on Rate sheets.**

## DIGITAL REQUIREMENTS

**Ads that The Monthly does not design must be submitted digitally.**

Ads can be submitted on CD, via e-mail (to ads@themonthly.com), or using a free online ftp service such as DropBox or YouSendIt.

**File format:** Press-optimized pdf.

**Adhere to these guidelines:**

- All color images must be CMYK with a maximum ink density of 220%.
- All images should be at least 300 pixels per inch at print size.
- Line art should be at least 900 pixels per inch.
- Rules should be at least 0.25 points wide.
- Type should not be smaller than 5 points.
- White type on a dark background should not be smaller than 6 points.
- As mentioned above, the outside edges of an ad's border must conform exactly to the dimensions specified below and must be clearly defined (for example, a line around the edge). No ads may float. Any "pop out" elements may extend no more than  $\frac{1}{8}$  inch outside the border of one edge only, in any ad.

• **FULL PAGE BLEEDS (such as the Back Cover):**

Trim size is 10.875 inches wide by 14.5 inches deep. Ad must have  $\frac{1}{4}$ " bleed on all four sides (so that final size is 11.375 inches wide by 15 inches tall). Leave a safety margin (at least  $\frac{1}{4}$ " in from the trim lines) on all sides for important text and logos to allow for variance in final trimming.

5 cols. x 14 =

70

column inches

10.167" x 13.75"

Full Page

**FULL PAGE BLEEDS:**

Trim size is 10.875 inches wide by 14.5 inches deep. Ad must have  $\frac{1}{4}$ " bleed on all four sides (so that final size is 11.375 inches wide by 15 inches tall). Leave a safety margin (at least  $\frac{1}{4}$ " in from the trim lines) on all sides for important text and logos to allow for variance in final trimming.

**SEE BACK FOR MORE DIAGRAMS.**

Smaller ad sizes available in  
**Marketplace, Boutique Bazaar, Food For Thought, and Dining Guide.**  
 See appropriate Media Kit pages.

4 cols. x 14 =  
**56**  
 column inches  
 8.083" x 13.75"

1 col. x 14 = **14** column inches 1.833" x 13.75"

4 cols. x 11 =  
**44**  
 column inches  
 8.083" x 10.75"  
 Jr. Mag. Page

4 cols. x 3 = **12** column inches  
 8.083" x 2.75" Sixth Page

1 col. x 14 = **14** column inches 1.833" x 13.75"

3 cols. x 14 =  
**42**  
 column inches  
 6" x 13.75"

2 cols. x 14 =  
**28**  
 column inches  
 3.917" x 13.75"

5 cols. x 8 =  
**40**  
 column inches  
 10.167" x 7.75"  
 Tall Half Page

5 cols. x 6 =  
**30**  
 column inches  
 10.167" x 5.75"  
 Short Half Page

4 cols. x 8 =  
**32**  
 column inches  
 8.083" x 7.75"

4 cols. x 6 =  
**24**  
 column inches  
 8.083" x 5.75"  
 Third Page

1 col. x 8 = **8** col. inches 1.833" x 7.75"

1 col. x 6 = **6** col. ins. 1.833" x 5.75"

3 cols. x 9 =  
**27**  
 column inches  
 6" x 8<sup>3/4</sup>"

2 cols. x 9 =  
**18**  
 column inches  
 3.917" x 8<sup>3/4</sup>"  
 Quarter Page

3 cols. x 5 =  
**15**  
 column inches  
 6" x 4<sup>3/4</sup>"

2 cols. x 5 =  
**10**  
 column inches  
 3.917" x 4<sup>3/4</sup>"

3 cols. x 8 =  
**24**  
 column inches  
 6" x 7.75"  
 Third Page

2 cols. x 8 =  
**16**  
 column inches  
 3.917" x 7.75"

3 cols. x 6 =  
**18**  
 column inches  
 6" x 5.75"  
 Quarter Page

2 cols. x 6 =  
**12**  
 column inches  
 3.917" x 5.75"  
 Sixth Page

3 cols. x 7 =  
**21**  
 column inches  
 6" x 6<sup>3/4</sup>"

2 cols. x 7 =  
**14**  
 column inches  
 3.917" x 6<sup>3/4</sup>"

3 cols. x 4 =  
**12** column inches  
 6" x 3<sup>3/4</sup>"  
 Sixth Page

2 cols. x 4 =  
**8** column inches  
 3.917" x 3<sup>3/4</sup>"

3 cols. x 3 =  
**9** column inches  
 6" x 2<sup>3/4</sup>"  
 Eighth Page

2 cols. x 3 =  
**6** col. inches  
 3.917" x 2<sup>3/4</sup>"  
 Twelfth Page

4 cols. x 5 =  
**20**  
 column inches  
 8.083" x 4<sup>3/4</sup>"

4 cols. x 2 = **8** column inches  
 8.083" x 1<sup>3/4</sup>"

3 cols. x 2 = **6** col. ins.  
 6" x 1<sup>3/4</sup>" Twelfth Page

1 col. x 7 = **7** col. ins. 1.833" x 6.75"

1 col. x 9 = **9** col. ins. 1.833" x 8.75"

Other sizes available: 1x10, 1x11, 1x12; 2x10, 2x11, 2x12; 3x10, 3x11, 3x12; 4x4, 4x7, 4x9, 4x10, 4x12; 5x2, 5x3, 5x4, 5x5, 5x7, 5x9, 5x10, 5x11, 5x12. See previous page to determine exact dimensions.  
 Widths in picas (for Graphic Designers):  
 1 col = 11p0, 2col = 23p6, 3col = 36p0, 4 col = 48p6, 5col = 61p0.